

(AP= access point)
(Service user= advertising entity)

7/6/7

FIG. 2

20

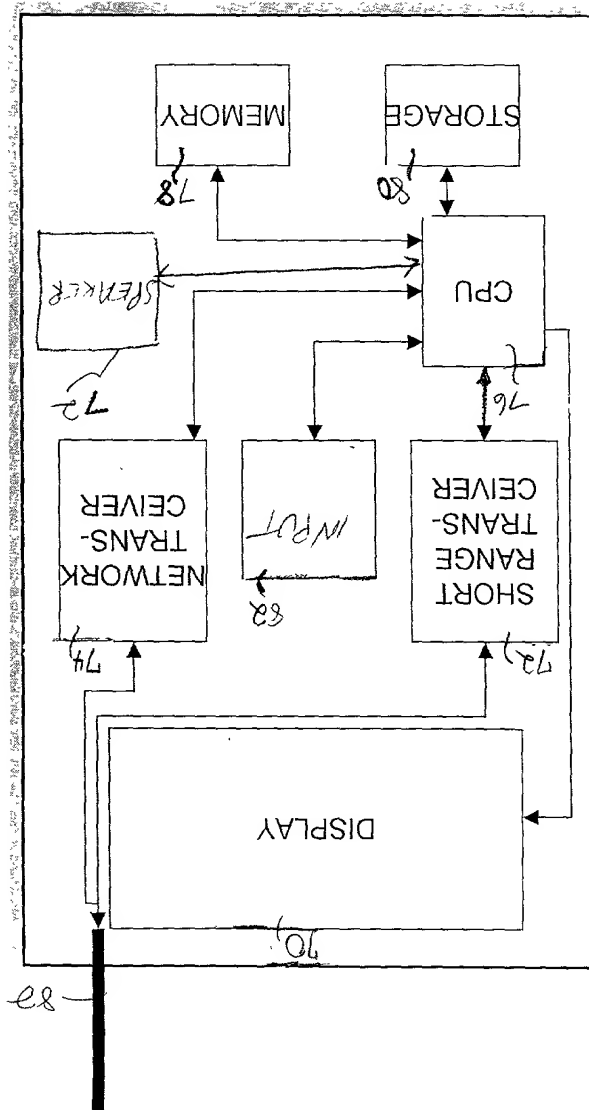


FIG. 2 is a block diagram of a system architecture. The system architecture includes a CPU, a storage device, a memory device, a speaker, a network transceiver, an input device, a short range transceiver, and a display device. The CPU is connected to the storage device, the memory device, the speaker, the network transceiver, the input device, the short range transceiver, and the display device. The storage device is connected to the memory device. The speaker is connected to the network transceiver. The input device is connected to the short range transceiver. The short range transceiver is connected to the display device.

90

Advertiser specifies parameters to server



92

Server checks the current degree of service utilization



94

Server counts the number of mobile terminal users in the local area from mobile network



96

Server selects the number of possible customers in the area from the mobile terminal users based on the profiles of the mobile terminal users

97

Generate Customized Ad



98

Server sends a customized ad to potential customers in the local area through mobile network

FIG. 3A

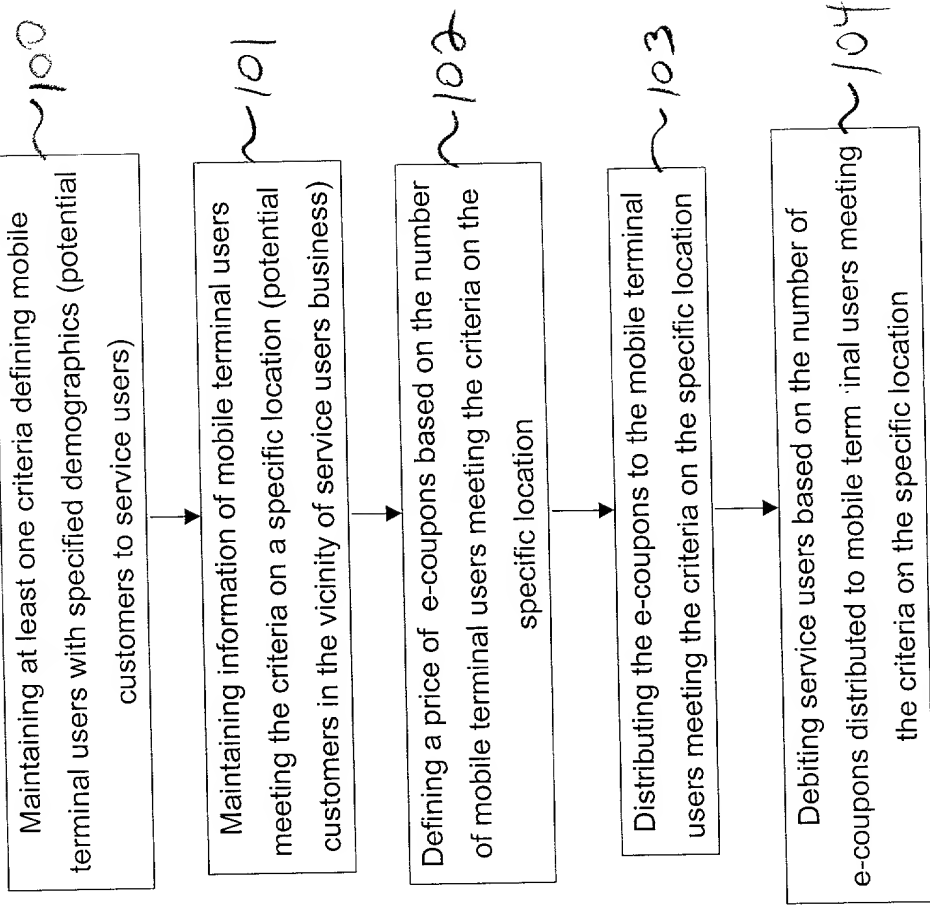


FIG. 3B

105

106 Amount of Visitors 50

107 Do you want to send an e-coupon? _Yes _No

108 What is the offer? _ \$5.00 Big Lunch

109 Time Limit _ Before 11:00 a.m.

FIG. 4

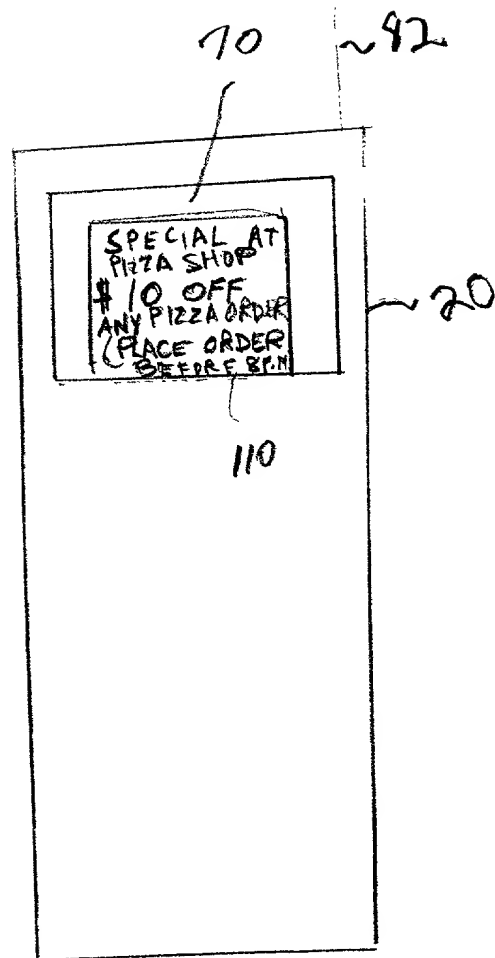


FIG. 5

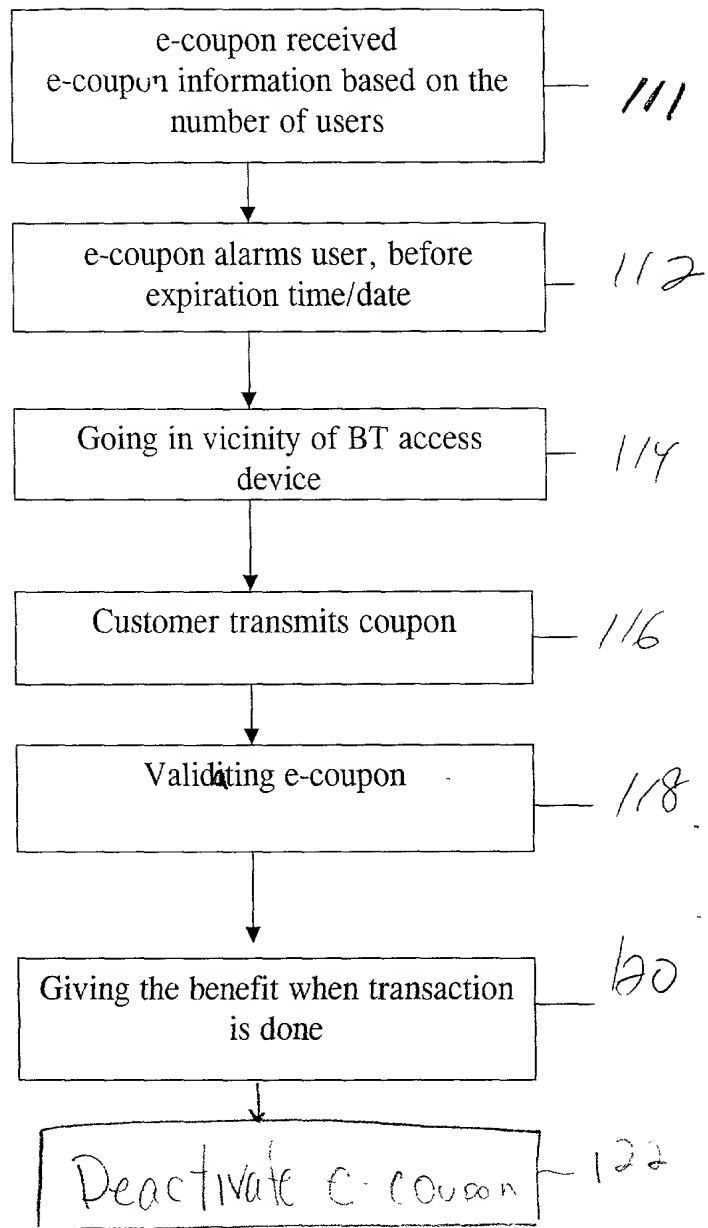


FIG. 6

130
Central Register

132 Company Name	134 Location	136 Advertisement	138 Amount of Visitors
1. Company No. 1	Cell Id. No. 560	xxx	100
2. Company No. 1	Cell Id. No. 720	yyy	10
3. Company No. 2	Cell Id. No. 1055	277	1000
4. Company No. 3	Cell Id. No. 1000	vvv	55
5. Company No. 4	YPS 22'15" , 29'25"	aaa	5
6. Company No. 5	BT No. 565	dddd	25

FIG. 7

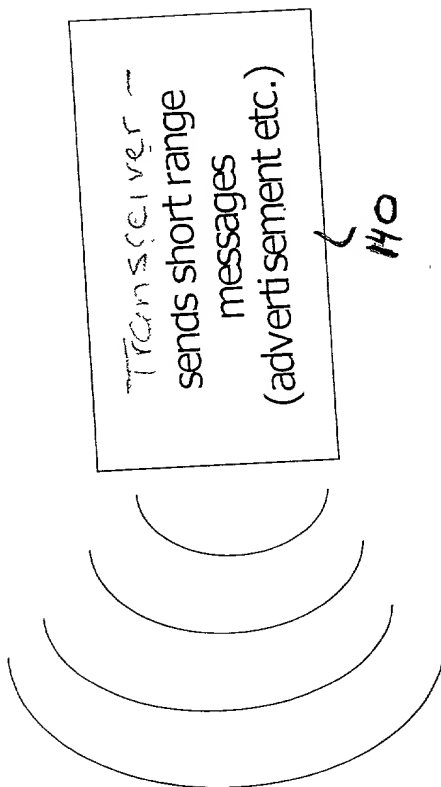


FIG. 8

FIG. 9

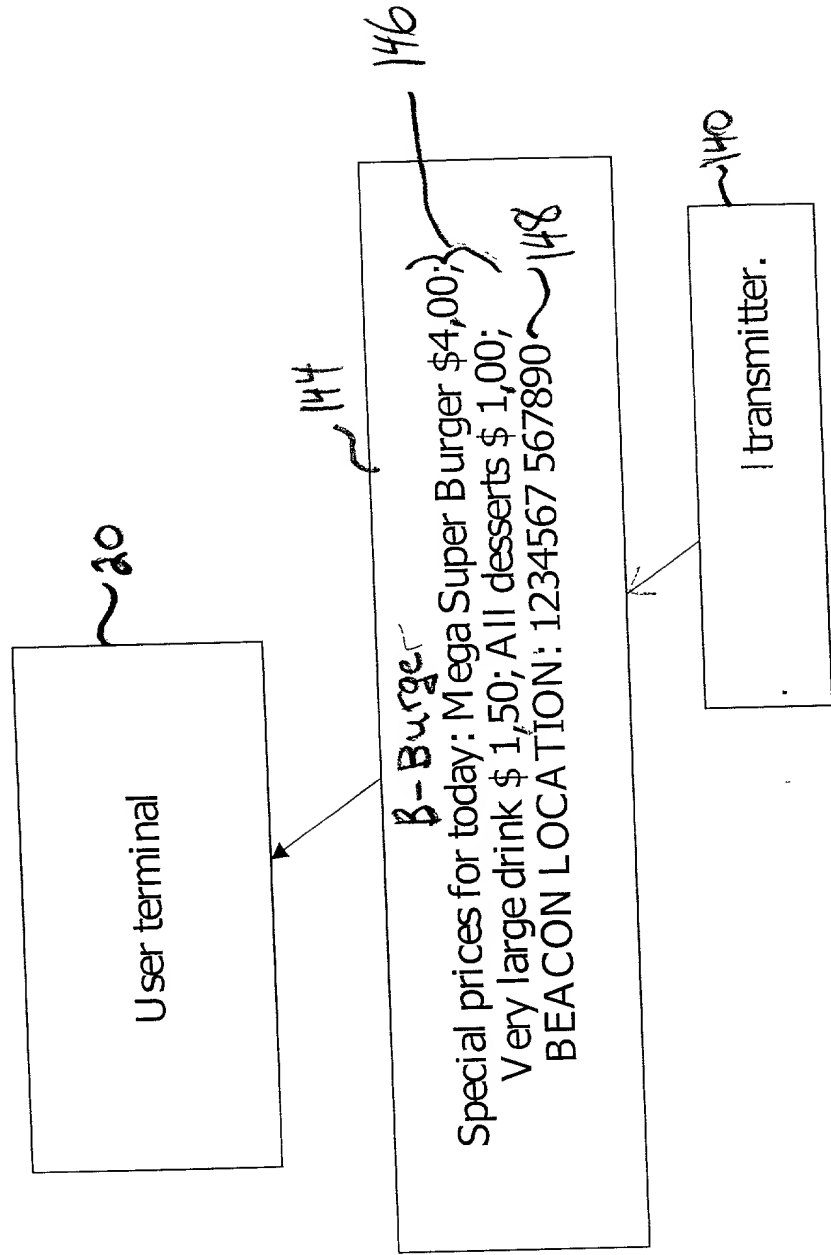


Fig. 10

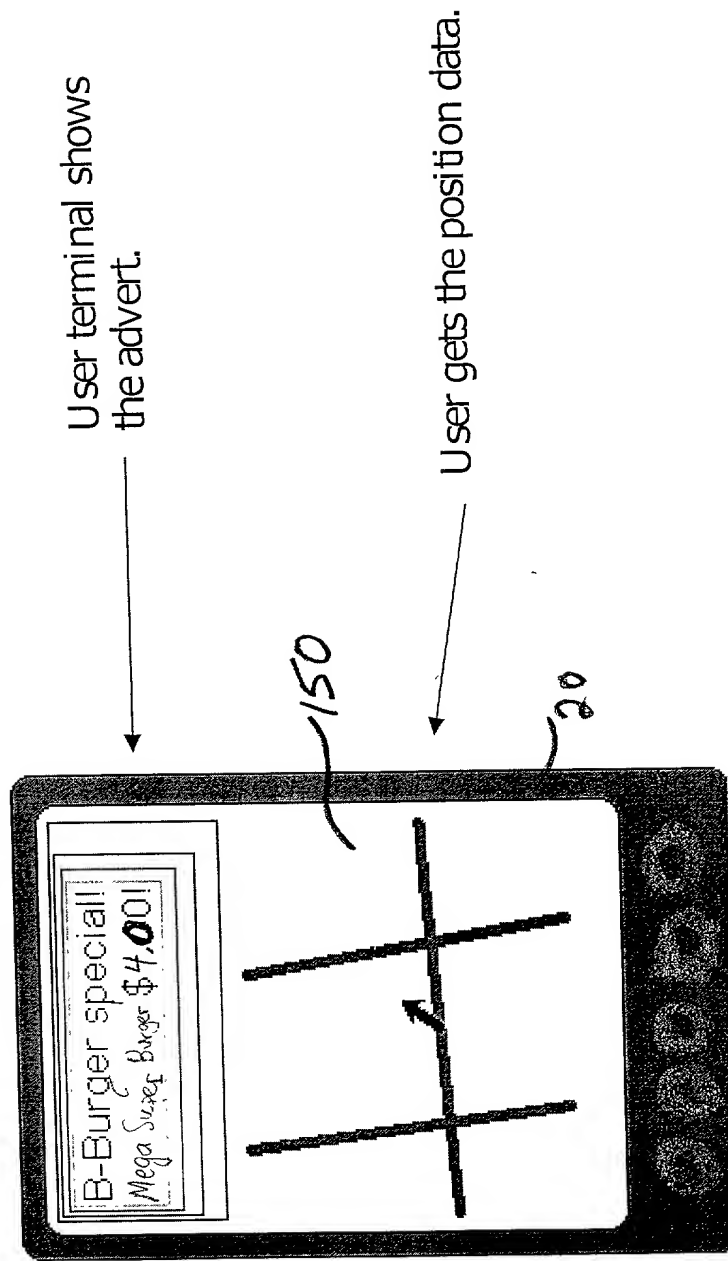
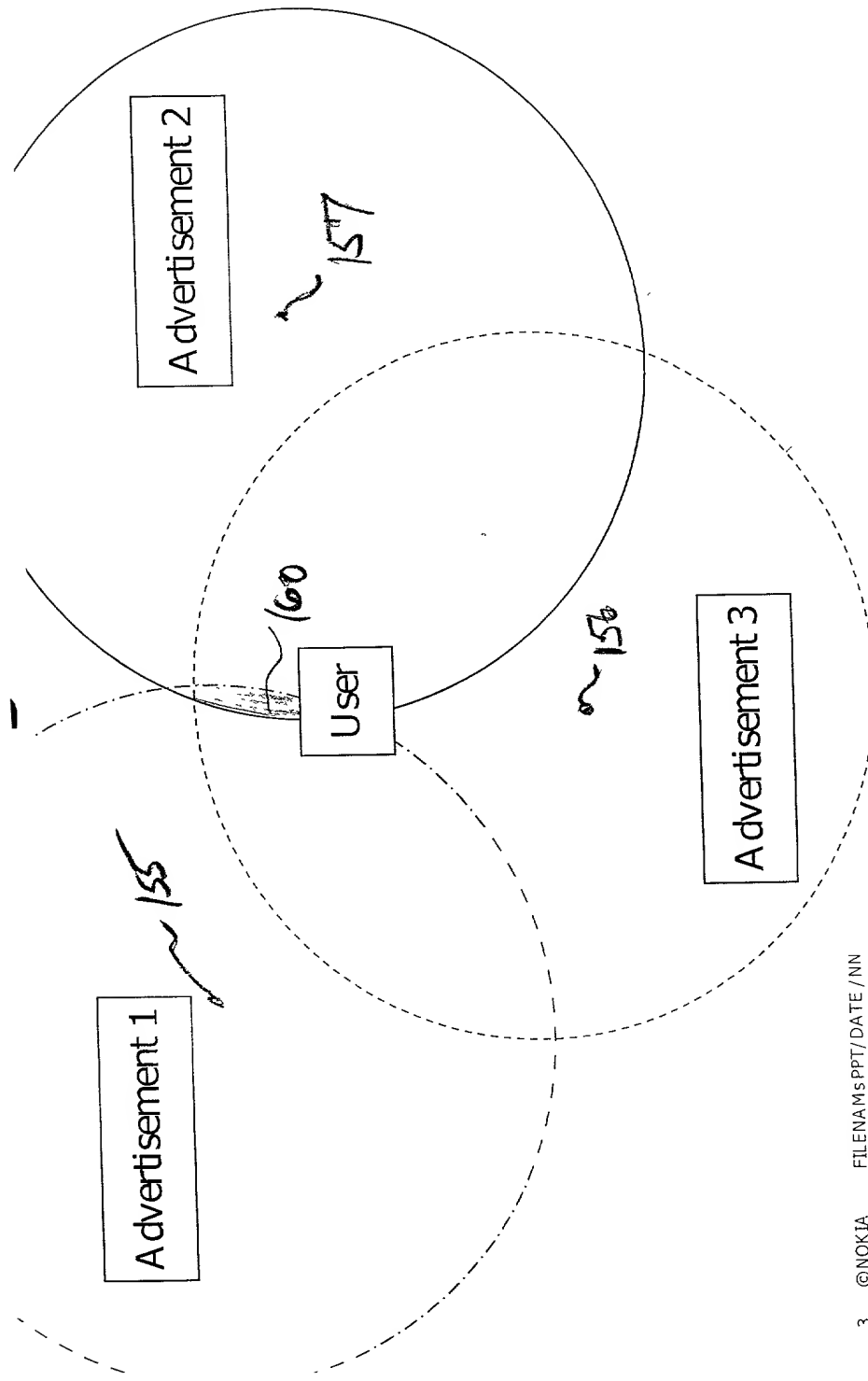


FIG. 11



CRITERIA DATABASE 170

FIG. 12A

Criteria register	customers	price
criteria # 1	0-100	0,3 \$
	101-500	0,4 \$
	501-...	0,5 \$
criteria # 2	0-100	0,3 \$
	101-500	0,4 \$
	501-...	0,5 \$

ADVERTISER PRICING DATABASE 180

Advertiser	Ad ID	no. of customers meeting criteria	price
Restaurant 1	5134	280	112
...			
Pizza Shop	5136	800	400
...			
Restaurant 2	5138	85	34

FIG. 12B